

City of Newport Beach

ECONOMIC DEVELOPMENT COMMITTEE



MINUTES 03-28-07

Minutes of the Economic Development Committee held at the City Council Chambers, City of Newport Beach, on **Wednesday, March 28, 2007**.

Members Present:

	Steve Rosansky, Mayor, Chairman		Richard Luehrs - <i>excused</i>
X	Ed Selich, Mayor Pro Tem	X	Brion Jeannette
	Michael Henn, Council Member - <i>excused</i>	X	Dan Marcheano
X	Robert Hawkins, Planning Commissioner		Mark Murrel
X	Mike McNamara, Vice Chairman	X	John Robinson
X	Craig Batley	X	John Saunders
	Seymour Beek	X	Gregg Schwenk
	John Blom		Gary Sherwin
X	Gary DiSano		Member at Large (Vacant)
X	Jim Donnell		Gay Wassall-Kelly - <i>excused</i>
X	Kenneth Drellishak	X	Kevin Weeda
X	John Hyatt		Richard Wray
	Building Industries Assoc. (Vacant)		Public Utilities (Vacant)
X	Lloyd Ikerd		
	Debra Legan		

Staff Representatives:

X	Sharon Wood, Assistant City Manager	X	George Berger, C & ED Program Manager-
X	Dan Trimble, C & ED Program Manager		

Guests Present:

Scott Palmer, Lois Thompson, Tony Brine	
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Roll Call and Introductions:

Vice Chairman Mike McNamara called the meeting to order at 8:05am.

CONSENT CALENDAR

1. Minutes of February 21, 2007
2. Progress Report

Motion: Items on consent calendar approved

Vote: Unanimous, by acclamation

UPDATES AND ANNOUNCEMENTS

DISCUSSION ITEMS

1. 2007 Newport Beach Film Festival – Gregg Schwenk, NBFF Director

- 12 special events
- April 19-29, 2007
- Over 400 films to be shown
- Education component
- Family and children films
- Youth division
- Western focus – *John Wayne in Film* (largest retrospective ever)

2. Parking Management Opportunities Discussion (continued)

- Introduction of parking discussion
- Incentive-based parking management (85% occupancy targets)
- Congestion-based pricing, particularly in tourist-serving areas
- In-lieu cost estimate
- Broad support for Occupancy Goal policy
- ‘Rent a space’ vs. ‘buy a space’ fees
- Who pays?
- Relationship to Zoning Code
- Spillover parking into residential areas
- Citywide study vs. one or two areas of the City?

A. Robert Hawkins **moved** that the EDC:

- Recommend to City Council that they undertake a Request for Qualifications (RFQ) process in order to identify and retain a full-service parking management consulting firm to undertake a citywide parking management plan that:
 - reviews current parking policies;
 - utilizes Prof. Donald Shoup’s recommendations for the City, in conjunction with other current *Best Practices* for parking management;
 - makes recommendation for new policies;
 - Identifies ways to develop more parking in high demand areas; and

- Includes funding for consultant in budget for FY '07 -'08;
- Provide for a steering committee approach for outreach and support-building.

B. Motion seconded by Gary Di Sano.

C. John Saunders **motioned** to amend the original motion to:

- Include emphasis on *market-based* pricing, where appropriate; and
- Provide a targeted approach in the form of pilot projects, where applicable, in order to provide support and a feedback mechanism for the overall program.

D. Motion seconded by Gary Di Sano.

E. **Vote:** Unanimous, by acclamation

3. EQAC Representative's Report –

Kenneth Drellishak reported on two draft EIRs:

- Hoag
- Hyatt condos

REQUEST FOR ITEMS FOR A FUTURE AGENDA

PUBLIC COMMENTS

None

ADJOURNMENT 9:10am